

# KNOWLEDGE ROOM

SEMINARS | DISCUSSIONS | PRESENTATIONS  
Board Room, CFB, India Expo Centre, Greater Noida

## 2023 Lifestyles and Trends

15<sup>th</sup> October

### Branding - Conveying Your Message to the End User

15<sup>th</sup> October

### Panel Discussion on Sustainability and Circularity How waste can be utilised to generate value

16<sup>th</sup> October

### Sustainable ZED Certification Benefits for Handicrafts Manufacturers & Exporters

16<sup>th</sup> October

### Conscious and Continuous Improvement Towards Net Zero

16<sup>th</sup> October

### How to Manage Your Organizational Productivity and Boost Organizational Citizenship

17<sup>th</sup> October

### Forex Solution and Rupee Acceptability in World Markets

17<sup>th</sup> October

### SIDBI's Promotional Schemes for the benefit of MSME sector

17<sup>th</sup> October

## 2023 Lifestyles and Trends

15<sup>th</sup> October 2022 - 3.30pm

Board Room, CFB, India Expo Centre, Greater Noida

### Seminar Highlights

- Latest trends & forecast.
- Importance of visual merchandizing.
- New colour trends in international market.
- Important materials, finishes, textures.

### Speaker



**Sarah Heffernan**  
Merchandising & Marketing Manager  
Southern Sky Home  
Woodstock, GA

A graduate from Mass Communications & Marketing from Georgia College & State University, Georgia, USA, Sarah began her career in 2014 working in social media & design for an India-based home furnishings manufacturer. Over the last 8 years she has also worked at a few award-winning branding & advertising firms throughout Atlanta, GA. In 2021, she merged her passions for furniture, product development, & marketing in her current role as Merchandising & Marketing Manager at Southern Sky Home, a wholesale & retail furniture business based in Woodstock, GA. In addition to her full-time role, Sarah consults with home furnishings factories to provide comprehensive trend reports and product guidance.

## Branding | Conveying Your Message to the End User

15<sup>th</sup> October 2022 - 4.30pm

Board Room, CFB, India Expo Centre, Greater Noida

### Seminar Highlights

How to differentiate from the masses and carry your brand voice through product, merchandising, and marketing.

### Speaker



**Angela Pickens**  
Brand Development & Licensing Expert

Angela is a 30-year home furnishings veteran. A retail merchant in the US for several major retailers including Tommy Bahama, Home Depot, Frontgate, Wisteria, and Ashley Furniture, she brings a wealth of knowledge from a corporate standpoint as well as working with some of the biggest interior designers in brand development and licensing. At the seminar, she would provide insight into 'How to differentiate from the masses and carry one's brand voice through product, merchandising, and marketing'.

## Panel Discussion on Sustainability and Circularity How waste can be utilised to generate value

16<sup>th</sup> October 2022 - 2.30pm

Board Room, CFB, India Expo Centre, Greater Noida

### Panel Highlights

- Importance of Circular Economy.
- Accessing waste and understanding the waste supply chain.
- Using waste to create value through craft.
- The role of the government in the upcycled crafts supply chain.
- Working with informal workers.
- Innovation and support available.

### Speakers



**Anita Ahuja**  
Founder and President,  
Conserve India

Anita is a Social Entrepreneur, Ashoka Fellow and acclaimed green designer, working with waste materials to create handicrafts for over two decades. She is an innovator and patent holder on waste processing to material technologies and has won many accolades globally for her inventions and work with communities at the grassroots.



**Dr. Madhumita Puri**  
Founder and CEO,  
Trash to Cash

Dr. Madhumita is an experienced Executive Director with a 30 years demonstrated history of working in the renewables and environment industry. Skilled at nonprofit organizations work, philanthropy, fundraising, management and community organizing. She is a strong business development professional and is a PhD in Psychology from University of Delhi.



**Shubhi Sachan**  
Founder, Materials  
Library of India

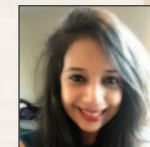
Shubhi focuses on investigating value chains and making waste materials come to life again. This is the rebirth of materials that were once exiled to towering landfills or incinerators. "Material Library of India" are focussed on remodelling the use of industrial waste materials by combining the knowledge and skills of traditional crafts with modern materials.



**Girija Jha**  
Associate Professor and Head of  
Circularity,  
NIFT Delhi

Girija is passionate about advancing circularity in fashion & lifestyle and driving education in this field at India's premier fashion institute, NIFT Delhi.

### Moderator



**Kanika Ahuja**  
President, Plastiskul  
and  
Founder, LIFAFA

Plastiskul, France is an inter-continental consortium set up to promote plastic upcycling technologies; LIFAFA is a social enterprise dedicated to creating fashion from waste. Kanika's work has been accredited by UN Women as a Youth Leader and as a mentor of change by Niti Aayog, Govt. of India and as a Circular Designer by Lakme Fashion Week, India. She is also an Ambassador of Fair Trade, appointed by the World Fair Trade Organization.



**Shobha Raghavan**  
COO, Saahas  
Zero Waste

After experiencing the corporate world, Shobha embarked on a journey to provide a solution to waste and drives the organisation's zero waste mission, understand nature's cycle, upgrade the informal sector to a dignified and formal platform by upskilling, facilitate efficiencies through technology and empower youth to shape the future.



## Sustainable ZED Certification

### Benefits for Handicrafts Manufacturers & Exporters

16<sup>th</sup> October 2022 - 3.45pm

Board Room, CFB, India Expo Centre, Greater Noida

#### Seminar Highlights

MSME Sustainable Certification is an extensive drive to create awareness amongst MSMEs about Zero Defect Zero Effect (ZED) practices which motivates and incentivize MSMEs for ZED Certification.

#### Speaker



**Sarath Chandran**  
Textile Industry Expert in Product, Quality, Vendor, Inventory, Planning & Sourcing

Sarath is a Textile Professional with over 22 years of expertise in Quality Management, Product Management, Vendor Management, Inventory Management, Strategic Planning / Sourcing and Team Management. He is American Society for Quality (ASQ) certified, Quality cum Organisational Excellence Manager, Six Sigma Black Belt, Quality Auditor. He specializes in Quality Assurance, Product Inspections, Factory Audits, Textiles Sourcing, Product Safety, Consumer Products Testing, Quality Management Systems, Six Sigma, Quality Control, Product Development of Textiles.

## Conscious and Continuous Improvement Towards Net Zero

16<sup>th</sup> October 2022 - 4.30pm

Board Room, CFB, India Expo Centre, Greater Noida

#### Seminar Highlights

- Green and Sustainable Business Practices.
- Ways to Reduce Carbon Footprint.
- Monitoring and Regulating Carbon Emissions.
- Solutions to become Carbon Neutral and Sustainable.

#### Speaker



**Abhishek K Srivastava**  
Climate Change and Sustainability Expert

Abhishek has 15 years of experience and expertise in the domain of climate change and sustainability. His area of expertise spans from carbon footprinting to carbon credit development, from energy management to energy solutions and from waste management to circular economy. He holds a degree in M.Tech in Energy Management from DAVV, Indore. He is a BEE Certified Energy Auditor and Energy Manager. He is also an EMS Lead Auditor i.e. ISO 14001, QMS Internal Auditor i.e. ISO 9001 and Carbon Auditor i.e. ISO 14064. He has auditing and consulting experience of more than 250 climate change projects world-wide. He has worked as lead auditor and technical reviewer for Clean Development Mechanism projects of UNFCCC with several accredited agencies. Currently, he is leading ENEN Green as its Director with various projects contributing towards carbon emission reduction, energy conservation, resource efficiency and circular economy particularly in the MSME sector.

## How to Manage Your Organizational Productivity and Boost Organizational Citizenship

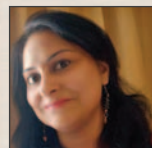
17<sup>th</sup> October 2022 - 12.00 Noon

Board Room, CFB, India Expo Centre, Greater Noida

#### Seminar Highlights

- Helps to improve performance, impact and effectiveness.
- Ability to deliver messages that inspire team/colleague to take action.
- Confidence when presenting ideas and plans to team.
- Effectively conveying insights and recommendations.

#### Speakers



**Neha Bhatt Suri**  
Founder  
Think In English India Education Pvt. Ltd.  
Aatmanirbhar Bharat Foundation

An alumna of IIM Bangalore and XLRI Jamshedpur, Neha is a certified SHRM professional. A Master in Positive and Industrial / Organizational Psychology, she has 17+ years expertise in communication & recruitment training. She is closely associated with educational institutes and corporates, helping impart employability and 21st century skills to students and work-force. Currently, working as Director-Training & Recruitment with an US based MNC also.



**Jagmeet Singh**  
Founder,  
Think In English India Education Pvt. Ltd.

An alumnus of IIM Lucknow and IMA, Dehradun, Jagmeet has expertise of 2+ decades in senior leadership roles. He has transformed organizations in verticals like - Training, Intl. Sales & Marketing, Client Mgmt. & Retention, Strategic Initiatives, etc. He is part of IIM Incubator team and conducts orientation and skill sessions. Other than 'Think In English India', he is VP in a US based MNC, overseeing Strategic, People Management, Recruitment and Training initiatives in US, Canada and India.

## Forex Solution and Rupee Acceptability in World Markets

17<sup>th</sup> October 2022 - 2.30pm

Board Room, CFB, India Expo Centre, Greater Noida

#### Seminar Highlights

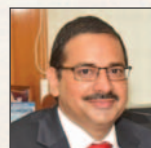
- How to analyse Dollar?
- Take advantage of Dollar rising - new way of hedging.
- Current scenario of Dollar.
- Role of Dollar index.
- International trade settlement in Indian Rupees.

#### Speakers



**Vijay Kaushik**  
Financial Markets Trainer

An orator cum trainer and subject matter expert on Equity, Derivatives, Technical Analysis, Vijay has delivered around 1000+ seminars in various Corporates, SMEs, Exchanges, Govt. Associations & PSUs as well as colleges & universities. He is an enthusiastic and engaging educator of Technical Analysis & Derivatives.



**Neeraj Bharti**  
Head, Treasury Marketing Group, State Bank of India

Neeraj has worked in various segments of Treasury for 14 years and has expertise in Forex, Derivatives, Money Markets and Mktg. wing of SBI Treasury. As head of interest rates markets, he has managed portfolio of Rupees fourteen lac crore. One of the largest fund managers in India, he is currently heading Treasury Mktg. Group of State Bank of India.

## SIDBI's Promotional Schemes for the benefit of MSME sector

17<sup>th</sup> October 2022 - 4.30pm

Board Room, CFB, India Expo Centre, Greater Noida

#### Seminar Highlights

- Roles & Functions of SIDBI.
- SIDBI's assistance for MSMEs.
- Development of MSME sector through credit-plus initiatives
- Scaling up of credit delivery ecosystem.
- Financing the MSME sector through Banks, SFBs, NBFCs, MFIs and new age Fintechs.

#### Speaker



**Abhishek Kumar**  
Branch Head, SIDBI

Abhishek is a B-Tech Electronics and Telecommunications graduate and has 18 years of banking experience in Forex Treasury Operations, Retail Banking and MSME Credit Risk Management. He is Branch Head at SIDBI for past six years.

15<sup>th</sup>, 16<sup>th</sup> & 17<sup>th</sup> October 2022  
Timings: 12.00 Noon and 4.00 pm

Venue:

**Activity Area** (in front of Hall No. 9)  
India Expo Centre & Mart,  
Greater Noida

